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Ward**

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- (54) **PHYSICAL STORE ONLINE SHOPPING CONTROL**
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- (*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 241 days.

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- (52) **U.S. Cl.**
CPC **G06Q 30/0239** (2013.01)
- (58) **Field of Classification Search**
None
See application file for complete search history.

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(57) **ABSTRACT**

Systems and methods for controlling online shopping within a physical store or retailer location are provided. A wireless network connection may be provided to a consumer device at a retailer location on behalf of a retailer, and content requested by the consumer device via the wireless network connection may be identified. Based upon an evaluation of the identified content, a determination may be made that the consumer device is attempting to access information associated with a competitor of the retailer or an item offered for sale by the retailer. At least one control action may then be directed based upon the determination.

30 Claims, 4 Drawing Sheets

